

FOR IMMEDIATE RELEASE

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PLEASANTVILLE IS FEELING THE ENERGY IN NEW MARKETING CAMPAIGN
Urban Enterprise Zone Launches Recruitment and Advertising Campaign

The City of Pleasantville today unveiled an Urban Enterprise Zone new member recruitment campaign that presents a whole new brand identity for the City and its UEZ program. The campaign is designed to stimulate the city's economic growth and redevelopment with marketing and promotional materials with energy you can see and feel.

Member businesses of the Pleasantville UEZ are eligible for state tax incentives to sustain their success in the city. A successful program for 13 years, the enrollment of new businesses has met an uphill struggle during declining national economic conditions. In concert with recently announced state and federal economic stimulus programs, the Pleasantville UEZ has rebranded itself to maximize awareness of the city's positive economic climate, according to Roger B. Tees, the city's director of economic and industrial development.

A toolbox of tax credits, rebates, exemptions, low-interest business loans and other creative measures present a package unmatched anywhere else in Atlantic County. These advantages give Pleasantville an edge in attracting ratables and are important to developers because these incentives lower costs. Cost is the key to whether or not a developer will build or move to Pleasantville. There is little speculative building taking place today in New Jersey's market.

"We are very excited about our new set of tools that will more readily help the businesses of Pleasantville take advantage of the UEZ tax incentives and other economic stimulus benefits," said Tees in a news release today.

Established in 1995, the Urban Enterprise Zone program has built a funding portfolio of more than \$47 million to invest in the city's UEZ. The diversity of the program's investments include financial support for police and fire personnel and equipment, department of public works laborers, new streets and roads and infrastructure, a business development loan pool, as well as funds for demolitions, Brownfields investigations and remediation, property acquisition and redevelopment planning.



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For the past 16 years of his administration, Mayor Ralph Peterson, Sr. built upon the city's growth with his theme, A City Really on the Move. As he nears retirement, the mayor offered his enthusiasm for the new look and feel of the UEZ program.

"I am delighted by the great potential of this professional image that will spread the word about our city and our UEZ program. We now have the tools to communicate to the world what we in Pleasantville have known for years. You can "Feel the Energy" happening in Pleasantville," said Mayor Peterson. "It's time for businesses to join us and grow."

The Pleasantville business community was given a private showing of the new marketing campaign at an event earlier today. The City solicited comments and suggestions through a survey that was available online, said UEZ coordinator Tees.

Over the course of the next 12 months, there will be significant participation in regional and national trade shows, advertising in trade journals, direct mail campaigns and multimedia promotions. The city is also dedicating resources to both the official web site www.Pleasantville-NJ.org and the UEZ specific site, www.PleasantvilleUEZ.com.

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